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PATENT ABSTRACTS OF JAPAN

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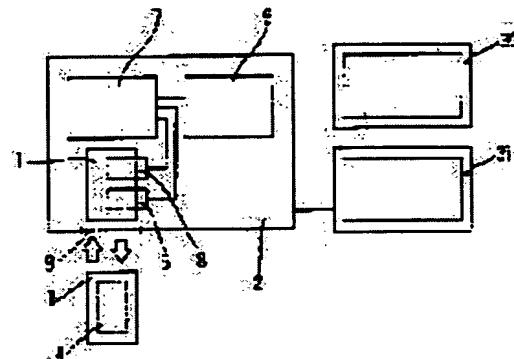
(21)Application number : 10-166054 (71)Applicant : NIPPON CARD KK
 (22)Date of filing : 28.05.1998 (72)Inventor : CHIYUURIKI ISAO

(54) POINT CARD SYSTEM

(57)Abstract:

PROBLEM TO BE SOLVED: To make customer's eagerness to buy stimulable by allowing a display device for shop clerk to display a new accumulative point number and various information about a customer and allowing a display device for customer to display the new accumulative point number.

SOLUTION: An IC point card 1 on which information is not stored is inserted into a card inserting part 9 and various information about customer and sales price of this time are inputted from an input device 6. Then, an arithmetic device 7 calculates a point number of this time based on the sales price. A wiring device 8 writes the various information about the customer and the point number of this time on the card 1. In such a case, a display device 30 for shop clerk shows the various information about the customer, an accumulated point number till the preceding time, an accumulative point number of this time, a new accumulative point number and a point number that is needed to reach a prescribed point. On the other hand, a display device 31 for a customer shows a greeting phase using the name of a customer, each point number and a commercial message.



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CLAIMS

[Claim(s)]

[Claim 1] It is the point card system which is a point card system characterized by to provide the following, and is characterized by to be constituted so that the aforementioned display unit may consist of a display unit for opposite salesclerks viewed by the salesclerk, and a display unit for opposite customers viewed by the customer, the display unit for opposite salesclerks may display an accumulation point size new at least and the various information about the aforementioned customer and the display unit for opposite customers may display an accumulation point size new at least. IC point card equipped with the storage section which memorizes the various information about the accumulation point size and customer who are obtained by accumulating the point size according to the purchase amount of money. The display unit which was connected to the terminal equipped with the arithmetic unit which computes a new accumulation point size by applying the point size to the aforementioned accumulation point size while computing a point size from the reader which reads the content of storage of this IC point card, the input unit which inputs this proceeds frame, and its proceeds frame, and the write-in equipment which makes the aforementioned IC point card carry out the updating storage of the new accumulation point size, and this terminal, or was incorporated.

[Claim 2] the above from a predetermined point size with which the aforementioned arithmetic unit was set up beforehand — the point card system according to claim 1 characterized by constituting the aforementioned display unit for pair salesclerks, and the display unit for opposite customers so that the predetermined point achievement required point size may be displayed while computing a predetermined point achievement required point size by deducting a new accumulation point size

[Claim 3] The point card system according to claim 1 or 2 characterized by being constituted so that the aforementioned display unit for pair customers may display the greeting complaint using a customer's name.

[Claim 4] The point card system according to claim 1 to 3 characterized by constituting the aforementioned display unit for pair customers so that a commercial message may be displayed.

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DETAILED DESCRIPTION

[Detailed Description of the Invention]

[0001]

[The technical field to which invention belongs] IC point card equipped with the storage section which memorizes the various information about the accumulation point size and customer who are obtained when this invention accumulates the point size according to the purchase amount of money. The reader which reads the content of storage of this IC point card, the input unit which inputs this proceeds frame, The arithmetic unit which computes a new accumulation point size by applying the point size to the aforementioned accumulation point size while computing a point size from the proceeds frame, the display unit which was connected to the terminal which equipped the aforementioned IC point card with the write-in equipment which carries out the updating storage of the new accumulation point size, and this terminal, or was incorporated -- a shell -- it is related with a point card system

[0002]

[Description of the Prior Art] Conventionally, a store side publishes the service ticket of a point size according to the proceeds frame as part of customer service, and the so-called service point system which sticks a customer side on the pasteboard of exclusive use of the service ticket, and accumulates a point size is carried out. Since a customer can receive the service according to the point size from a store side by such service point system when a point size becomes more than constant value, attractiveness to consumers is aroused, and a store side can tie the customer as a regular customer. However, this point service system kept the service ticket for the customer side, and had the problem that sticking on pasteboard was troublesome. As technology for solving this problem, then, to JP,62-260296,A The point size is printed in the margin section at the same time it publishes a magnetic point card and writes the point size according to sales proceeds in the magnetic storage section of the magnetic point card, when a customer purchases goods. Moreover, the technology about the POS terminal it was made to print this point size and aforementioned accumulation point size in the margin section is indicated at the same time it writes the accumulation point size which applied this point size to the last point size in the magnetic storage section, when the customer purchases goods again. Since the accumulation point size memorized by the magnetic point card is updated by this by the degree which is purchase, while the trouble by the side of the customer of keeping a service ticket or sticking on pasteboard is mitigable, the time and effort by the side of the store of publishing a service ticket is also mitigable. Moreover, since an accumulation point size is printed by the margin section of a magnetic point card, a customer's attractiveness to consumers made into how to reach a fixed point size can be aroused.

[0003]

[Problem(s) to be Solved by the Invention] However, the following technical problems existed in said Prior art. That is, in said POS terminal, although the burden by the side of a store and a customer was mitigated to be sure, since the element for a customer being able to see an accumulation point size only on the margin section of a magnetic point card, and arousing attractiveness to consumers was only an accumulation point size, the store side was not fully able to arouse a customer's attractiveness to consumers. this invention was made in view of

such the actual condition, and aims at offering the point card system which can fuel a customer's attractiveness to consumers from before.

[0004]

[Means for Solving the Problem] IC point card equipped with the storage section which memorizes the various information about the accumulation point size and customer who are obtained when invention according to claim 1 accumulates the point size according to the purchase amount of money. The reader which reads the content of storage of this IC point card, the input unit which inputs this proceeds frame, The arithmetic unit which computes a new accumulation point size by applying the point size to the aforementioned accumulation point size while computing a point size from the proceeds frame, The terminal which equipped the aforementioned IC point card with the write-in equipment which carries out the updating storage of the new accumulation point size, It is a point card system. the display unit which was connected to this terminal or was incorporated — a shell — the aforementioned display unit It consists of a display unit for opposite salesclerks viewed by the salesclerk, and a display unit for opposite customers viewed by the customer. the display unit for opposite salesclerks It is the point card system characterized by being constituted so that an accumulation point size new at least and the various information about the aforementioned customer may be displayed and the display unit for opposite customers may display an accumulation point size new at least.

[0005] the above from a predetermined point size with which, as for invention according to claim 2, the aforementioned arithmetic unit was set up beforehand — while computing a predetermined point achievement required point size by deducting a new accumulation point size, the aforementioned display unit for pair salesclerks and the display unit for opposite customers are the point card systems according to claim 1 characterized by being constituted so that the predetermined point achievement required point size may be displayed

[0006] Invention according to claim 3 is a point card system according to claim 1 or 2 characterized by being constituted so that the aforementioned display unit for pair customers may display the greeting complaint which used a customer's name.

[0007] Invention according to claim 4 is a point card system according to claim 1 to 3 characterized by constituting the aforementioned display unit for pair customers so that a commercial message may be displayed. The above-mentioned technical problem is entirely solved by offering these invention.

[0008]

[Embodiments of the Invention] The gestalt of operation of this invention is explained referring to drawing 1 and drawing 2 . Drawing 1 is the system configuration view showing the point card system concerning this invention. Drawing 2 is the front view showing the display unit in drawing 1 , and the front view in which (a) shows the display unit for opposite salesclerks, and (b) are the front view showing the display unit for opposite customers. The point card system concerning this invention consists of an IC point card 1, a terminal 2, and two display units 30 and 31, as shown in drawing 1 .

[0009] Hereafter, these components are explained in detail. IC point card 1 is for memorizing the various information J (referring to drawing 2 (a)) about the accumulation point size P1 (referring to drawing 2 (a) and (b)) and customer who are obtained by accumulating the point size according to the purchase amount of money. The various information J about a customer is a customer's name J1, a birth date J2, a hobby J3, the family composition J4, the last coming-to-the-store day J5, and the last coming-to-the-store name J6 (refer to drawing 2 (a)). Last coming-to-the-store Hina J6 is information used, for example when this point system is used in a shopping center or a chain store. That is, when this point system is installed in each store of a shopping center or a chain store and it enables it to use IC point card 1 in common in any store, it is the information for knowing whether the store which did some shopping to last time was which store. compared with a magnetic card etc., storage capacity of an IC card is alike and large, and the reason whose point card 1 is an IC card is because the various information shown below is memorizable in large quantities This IC point card 1 has the storage section 4 (refer to drawing 1) for memorizing the various information J about the accumulation point size P1 and a customer.

[0010] A terminal 2 is for reading information from IC point card 1, or writing new information in IC point card 1. This terminal 2 consists of a reader 5, an input unit 6, an arithmetic unit 7, and write-in equipment 8, as shown in drawing 1. A reader 5 is for reading the contents of storage of IC point card 1, and reads automatically the contents of storage of IC point card 1 inserted from the card insertion section 9. An input unit 6 is for inputting the various information J about this proceeds frame and customer. Since a salesclerk needs to create IC point card 1 newly to the customer who came to the store for the first time, he inputs a customer's various information J from this input unit 6 at the time of a proceeds frame input. An arithmetic unit 7 is for processing the information inputted from the input unit 6, specifically While computing a point size P2 (refer to drawing 2 (a) and (b)) from this proceeds frame the point size P2 of this time [point size / accumulation / P1 (refer to drawing 2 (a) and (b)) / to last time] — adding — the new accumulation point size P3 (drawing 2 (a) —) (b) The predetermined point achievement required point size P4 is computed by deducting the new accumulation point size P3 from the predetermined point size in which reference is computed and a customer can receive service. Write-in equipment 8 is for writing the new information about the various information J about the information and customer who were processed with the arithmetic unit 7 in IC point card 1. Specifically When the accumulation point size P1 to the last time in IC point card 1 is updated to the new accumulation point size P3 and the last coming-to-the-store day and the last coming-to-the-store name are included in the various information J about a customer, the information on these last time is updated to this information.

[0011] A display unit 30 displays information only to a salesclerk, and is arranged at the position and sense (the display unit 30 for opposite salesclerks is called hereafter) to which only a salesclerk can view the contents of a display. On the other hand, a display unit 31 displays information to a customer, and is arranged at grade <DP N=0004> ** and the sense (the display unit 31 for opposite customers is called hereafter) to which a customer can view the contents of a display at least. The display unit 30 for these pairs salesclerks and the display unit 31 for opposite customers are connected to the terminal 2 as shown in drawing 1. The display unit 30 for opposite salesclerks is equipment which displays the various information J about a customer, and each point information on the accumulation point size P1 to last time, this point size P2, the new accumulation point size P3, and the predetermined point achievement required point size P4, as shown in drawing 2 (a). Sequentially from a screen top and a top, as shown in drawing 2 (a), these information It is displayed in order of a customer's name J1, a birth date J2, a hobby J3, the family composition J4, the last coming-to-the-store day J5, the last coming-to-the-store name J6, the accumulation point size P1 to last time, this point size P2, the new accumulation point size P3, and the predetermined point achievement required point size P4. point sizes P1, P2, and P3 For example, it is displayed in a form which carries out calculation by writing to length. The display unit 31 for opposite customers is equipment which displays the greeting complaint K using a customer's name, each point information on the accumulation point size P1 to last time, this point size P2, the new accumulation point size P3, and the predetermined point achievement required point size P4, and the commercial message L, as shown in drawing 2 (b). It is a complaint of "Mr. OO and welcome" as the greeting complaint K using a customer's name. The commercial message L is a message of "carrying out the bargain of OO from an O moon O day to an O moon O day." Sequentially from a screen top and a top, these information is displayed in order of the greeting complaint K using a customer's name, the accumulation point size P1 to last time, this point size P2, the new accumulation point size P3, the predetermined point achievement required point size P4, and the commercial message L, as shown in drawing 2 (b), and point sizes P1, P2, and P3 are displayed in a form which carries out calculation by writing to length.

[0012] Next, an operation of this point card system is explained, referring to drawing 1 and drawing 2. Since it is necessary to create IC point card 1 for the customers when a customer does some shopping for the first time at a certain store, a salesclerk inserts IC point card 1 with which information is not memorized into the card insertion section 9, and inputs the various information J about a customer, and this proceeds frame from an input unit 6. Then, based on the proceeds frame, an arithmetic unit 7 computes this point size P2. Subsequently, the various

information J about a customer and this point size P2 are memorized by IC point card 1 with write-in equipment 8. At this time, the display unit 30 for opposite salesclerks displays the accumulation point size P1 to the various information J about a customer, and last time, this point size P2, the new accumulation point size P3, and the predetermined point achievement required point size P4. In addition, since it is the first shopping this time, the accumulation point size P1 to last time is zero. Thereby, since talks can be exchanged about a hobby etc. while a salesclerk can call to a customer by the name based on the information J about a customer, a customer can have a sense of closeness to a salesclerk. And since the content of a display of the display unit 30 for opposite salesclerks is not in sight of a customer, it does not know at a customer that the various information about a customer is displayed on the display unit 30 for opposite salesclerks. For this reason, if it sees from a customer side, a salesclerk will seem to memorize the various information about a customer and to address, and a sense of closeness to a salesclerk will become remarkable. Moreover, a salesclerk can tell a customer that, when a point size reaches a predetermined value, furthermore, if the predetermined point achievement required point size P4 is seen, since a point size required for a predetermined point can be grasped clearly, additional service can be offered, the value being able to come out only and being able to apply the word "shall we carry out an addition and make it a predetermined point by coming out to a slight degree Mr. OO and the back since it is a predetermined point?" in a certain case. Thereby, a customer's degree of satisfaction to a store can be raised considerably. On the other hand, the display unit 31 for opposite customers displays the accumulation point size P1 to the greeting complaint K which used a customer's name, and last time, this point size P2, the new accumulation point size P3, the predetermined point achievement required point size P4, and the commercial message L. Thereby, a customer can recognize them strongly by displaying each information at hand while he can see the greeting complaint K and can have a sense of closeness further. Moreover, as for a customer, early predetermined point achievement volition is evoked by displaying the predetermined point achievement required point size P4. Therefore, a store side can arouse a customer's attractiveness to consumers quite strongly according to the acoustic-sense-addressing effect from a salesclerk, and the visual appeal effect from the display unit 31 for opposite customers.

[0013] When a customer does some shopping again at this store (shopping of the 2nd henceforth), a customer hands IC point card 1 to a salesclerk. A salesclerk inserts IC point card 1 into the card insertion section 9, and inputs this proceeds frame from an input unit 6. Then, while an arithmetic unit 7 computes this point size P2 based on the proceeds frame, it is the accumulation point size P1 (when the last shopping is the 1st time) to last time. The predetermined point achievement required point size P4 is computed by deducting the new accumulation point size P3 from the predetermined point point size in which the new accumulation point size P3 which applied this point size P2 to the last point size is computed, and a customer can receive service. Subsequently, write-in equipment 8 updates the accumulation point size P1 to last time to the new accumulation point size P3 computed this time. At this time, the display unit 30 for opposite salesclerks displays the accumulation point size P1 to the various information J about a customer, and last time, this point size P2, the new accumulation point size P3, and the predetermined point achievement required point size P4. Moreover, the display unit 31 for opposite customers displays the greeting complaint K using a customer's name, the accumulation point size P1 (when the last shopping is the 1st time, it is the last point size) to last time, this point size P2, the new accumulation point size P3 and the predetermined point achievement required point size P4, and the commercial message L. Thereby, a store side can arouse a customer's attractiveness to consumers quite strongly like the case where it describes above, according to the acoustic-sense-addressing effect from a salesclerk, and the visual appeal effect from the display unit 31 for opposite customers.

[0014] Moreover, when it is a person not only when a customer is a healthy person, but visually handicapped, this point card system can arouse attractiveness to consumers strongly, even if it is the case where it is a person hard of hearing. that is, since various advice can be carried out while a salesclerk calls to the man by the name based on the information about the man to a visually handicapped person, rather than the point card system of only only printing and handing

a point size to a point card, it can be markedly alike, service can be raised and, moreover, the selling effect can be promoted since the commercial message is displayed on the other hand while the display unit 31 for opposite customers displays the greeting complaint using the man's name to a person hard of hearing, since the contents of a display are strongly appealable visually, while it is markedly alike and raising service, the selling effect can be promoted rather than the point card system of only printing and handing a point size to a point card

[0015] Moreover, at this point card system, since only a salesclerk can view the content of a display of the display unit 30 for opposite salesclerks, there is no possibility that other customers may look at the various information about a customer.

[0016] Moreover, it is sufficient sale even if it does not print point sizes P1, P2, P3, and P4 in this point card system. Moreover, although the point card needed to be exchanged for the new thing in the conventional point card system which was being printed on the point card when the margin portion for printing was lost, in this point card system, the need does not exist, either and cost can be reduced further.

[0017] As mentioned above, although the case where the point card system concerning this invention was used only in one store was explained, this point card system is installed in a chain store or each store of a shopping center, and it is common to each store and you may enable it to use a point size. Create IC point card 1 in the store which went into the 1st time in this case, and the name of the store and its date are written in with other information. You may make it update the date (last coming-to-the-store day J5 shown in drawing 2 (a)) included in the name (last coming-to-the-store name J6 shown in drawing 2 (a)) of the store into which it went in the store (the same store as the store included in the 1st time is sufficient, and a different store is sufficient) included in the 2nd time last time, and the last store. Thereby, a salesclerk can know when the customer did some shopping last time in which store. Moreover, since the common use of the point size can be carried out even if it does some shopping in a chain store or which store of a shopping center, it sells in a chain store or the whole shopping center.

[0018] In addition, the gestalt of operation of this invention may not be restricted to the above-mentioned thing, for example, may add other information for a customer's address, the telephone number, etc. to the various information about a customer. Moreover, when a point size reaches a predetermined numeric value, you may constitute so that a goods exchange ticket may be published automatically. Moreover, about a point size, that what is necessary is just to display the accumulation point size P3 new at least, especially about other point sizes P1, P2, and P4, even if it does not display each display units 30 and 31, they can fully raise a customer's attractiveness to consumers. Moreover, although it was in the still picture side state, and it was got blocked and signs that an accumulation point size increased were statically expressed as the gestalt of the above-mentioned implementation in the display unit 30 for opposite salesclerks, and the display unit 31 for opposite customers, as shown in drawing 3 (a) and (b), you may display dynamically. That is, after displaying the accumulation point size P1 to last time by the number of Marks M, the number of the marks M may constitute so that only the part equivalent to this point size P2 may increase with time. Since signs that the accumulation point size P1 increases are displayed dynamically by this, compared with the case where it is displayed statically, to a customer, the situation of an increase can be advertised more strongly and sold. In addition, since the display unit 30 for opposite salesclerks is not viewed by the customer, it is not necessary to display dynamically especially.

[0019]

[Effect of the Invention] IC point card equipped with the storage section which memorizes the various information about the accumulation point size and customer who are obtained when the point card system of this invention accumulates the point size according to the purchase amount of money. The reader which reads the content of storage of this IC point card, the input unit which inputs this proceeds frame, The arithmetic unit which computes a new accumulation point size by applying the point size to the aforementioned accumulation point size while computing a point size from the proceeds frame, The terminal which equipped the aforementioned IC point card with the write-in equipment which carries out the updating storage of the new accumulation point size. It is a point card system. the display unit which was connected to this terminal or was

incorporated — a shell — the aforementioned display unit It consists of a display unit for opposite salesclerks viewed by the salesclerk, and a display unit for opposite customers viewed by the customer. the display unit for opposite salesclerks An accumulation point size n w at least and the various information about the aforementioned customer are displayed, and since the display unit for opposite customers is characterized by being constituted so that an accumulation point size new at least may be displayed, it does the following effects so. That is, since a salesclerk can address to a customer based on the various information about a customer and a new accumulation point size is displayed at hand for a customer, a customer can recognize a new accumulation point size for a sense of closeness strongly more nearly simultaneously to a store side. That is, a store side can arouse a customer's attractiveness to consumers quite strongly according to the acoustic-sense-addressing effect from a salesclerk, and the visual appeal effect from the display unit for opposite customers.

[0020] the above from a predetermined point size with which the aforementioned arithmetic unit was set up beforehand here — if the aforementioned display unit for pair salesclerks and the display unit for opposite customers are constituted so that the predetermined point achievement required point size may be displayed while computing a predetermined point achievement required point size by deducting a new accumulation point size, it is quite obvious, and since a point size required for a predetermined point can be grasped, a store side can offer additional service suitably to a customer Moreover, the volition to which a customer is going to attain a predetermined point at an early stage with the required point size quite obvious displayed at hand is evoked.

[0021] Moreover, if the aforementioned display unit for pair customers is constituted so that the greeting complaint using a customer's name may be displayed, a customer can have much more sense of closeness to a store side.

[0022] Moreover, if the aforementioned display unit for pair customers is constituted so that a commercial message may be displayed, since a customer can recognize the information strongly, a store side can arouse much more attractiveness to consumers to a customer.

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TECHNICAL FIELD

[The technical field to which invention belongs] In this invention, the point size according to the purchase amount of money is accumulated. Therefore, IC point card equipped with the storage section which memorizes the various information about the accumulation point size and customer who are obtained, The reader which reads the contents of storage of this IC point card, the input unit which inputs this proceeds frame, The arithmetic unit which computes a new accumulation point size by applying the point size to the aforementioned accumulation point size while computing a point size from the proceeds frame, the display unit which was connected to the terminal which equipped the aforementioned IC point card with the write-in equipment which carries out the updating storage of the new accumulation point size, and this terminal, or was incorporated -- a shell -- it is related with a point card system

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PRIOR ART

[Description of the Prior Art] Conventionally, a store side publishes the service ticket of a point size according to the proceeds frame as part of customer service, and the so-called service point system which sticks a customer side on the pasteboard of exclusive use of the service ticket, and accumulates a point size is carried out. Since a customer can receive the service according to the point size from a store side by such service point system when a point size becomes more than constant value, attractiveness to consumers is aroused, and a store side can tie the customer as a regular customer. However, this point service system kept the service ticket for the customer side, and had the problem that sticking on pasteboard was troublesome. Then, in JP,62-260296,A, it is as technology for solving this problem. The point size is printed in the margin section at the same time it publishes a magnetic point card and writes the point size according to sales proceeds in the magnetic storage section of the magnetic point card, when a customer purchases goods. Moreover, the technology about the POS terminal it was made to print this point size and aforementioned accumulation point size in the margin section is indicated at the same time it writes the accumulation point size which applied this point size to the last point size in the magnetic storage section, when the customer purchases goods again. Since the accumulation point size memorized by the magnetic point card is updated by this by the degree which is purchase, while the trouble by the side of the customer of keeping a service ticket or sticking on pasteboard is mitigable, the time and effort by the side of the store of publishing a service ticket is also mitigable. Moreover, since an accumulation point size is printed by the margin section of a magnetic point card, a customer's attractiveness to consumers made into how to reach a fixed point size can be aroused.

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EFFECT OF THE INVENTION

[Effect of the Invention] The point card system of this invention is accumulating the point size according to the purchase amount of money. IC point card equipped with the storage section which memorizes the various information about the accumulation point size and customer who are obtained. The reader which reads the contents of storage of this IC point card, the input unit which inputs this proceeds frame, The arithmetic unit which computes a new accumulation point size by applying the point size to the aforementioned accumulation point size while computing a point size from the proceeds frame, The terminal which equipped the aforementioned IC point card with the write-in equipment which carries out the updating storage of the new accumulation point size. It is a point card system. the display unit which was connected to this terminal or was incorporated — a shell — the aforementioned display unit It consists of a display unit for opposite salesclerks viewed by the salesclerk, and a display unit for opposite customers viewed by the customer. the display unit for opposite salesclerks An accumulation point size new at least and the various information about the aforementioned customer are displayed, and since the display unit for opposite customers is characterized by being constituted so that an accumulation point size new at least may be displayed, it does the following effects so. That is, since a salesclerk can address to a customer based on the various information about a customer and a new accumulation point size is displayed at hand for a customer, a customer can recognize a new accumulation point size for a sense of closeness strongly more nearly simultaneously to a store side. That is, a store side can arouse a customer's attractiveness to consumers quite strongly according to the acoustic-sense-addressing effect from a salesclerk, and the visual appeal effect from the display unit for opposite customers.

[0020] the above from a predetermined point size with which the aforementioned arithmetic unit was set up beforehand here — while computing a predetermined point achievement required point size by deducting a new accumulation point size If the aforementioned display unit for pair salesclerks and the display unit for opposite customers are constituted so that the predetermined point achievement required point size may be displayed, it is quite obvious, and since a point size required for a predetermined point can be grasped, a store side can offer additional service suitably to a customer. Moreover, the volition to which a customer is going to attain a predetermined point at an early stage with the required point size quite obvious displayed at hand is evoked.

[0021] Moreover, if the aforementioned display unit for pair customers is constituted so that the greeting complaint using a customer's name may be displayed, a customer can have much more sense of closeness to a store side.

[0022] Moreover, if the aforementioned display unit for pair customers is constituted so that a commercial message may be displayed, since a customer can recognize the information strongly, a store side can arouse much more attractiveness to consumers to a customer.

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TECHNICAL PROBLEM

[Problem(s) to be Solved by the Invention] However, the following technical problems existed in said Prior art. That is, in said POS terminal, although the burden by the side of a store and a customer was mitigated to be sure, since the element for a customer being able to see an accumulation point size only on the margin section of a magnetic point card, and arousing attractiveness to consumers was only an accumulation point size, the store side was not fully able to arouse a customer's attractiveness to consumers. this invention was made in view of such the actual condition, and aims at offering the point card system which can fuel a customer's attractiveness to consumers from before.

[Translation done.]

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MEANS

[Means for Solving the Problem] IC point card equipped with the storage section which memorizes the various information about the accumulation point size and customer who are obtained when invention according to claim 1 accumulates the point size according to the purchase amount of money. The reader which reads the content of storage of this IC point card, the input unit which inputs this proceeds frame, The arithmetic unit which computes a new accumulation point size by applying the point size to the aforementioned accumulation point size while computing a point size from the proceeds frame, The terminal which equipped the aforementioned IC point card with the write-in equipment which carries out the updating storage of the new accumulation point size, It is a point card system. the display unit which was connected to this terminal or was incorporated — a shell — the aforementioned display unit It consists of a display unit for opposite salesclerks viewed by the salesclerk, and a display unit for opposite customers viewed by the customer. the display unit for opposite salesclerks It is the point card system characterized by being constituted so that an accumulation point size new at least and the various information about the aforementioned customer may be displayed and the display unit for opposite customers may display an accumulation point size new at least.

[0005] the above from a predetermined point size with which, as for invention according to claim 2, the aforementioned arithmetic unit was set up beforehand — while computing a predetermined point achievement required point size by deducting a new accumulation point size, the aforementioned display unit for pair salesclerks and the display unit for opposite customers are the point card systems according to claim 1 characterized by being constituted so that the predetermined point achievement required point size may be displayed

[0006] Invention according to claim 3 is a point card system according to claim 1 or 2 characterized by being constituted so that the aforementioned display unit for pair customers may display the greeting complaint which used a customer's name.

[0007] Invention according to claim 4 is a point card system according to claim 1 to 3 characterized by constituting the aforementioned display unit for pair customers so that a commercial message may be displayed. The above-mentioned technical problem is entirely solved by offering these invention.

[0008]

[Embodiments of the Invention] The gestalt of operation of this invention is explained referring to drawing 1 and drawing 2 . Drawing 1 is the system configuration view showing the point card system concerning this invention. Drawing 2 is the front view showing the display unit in drawing 1 , and the front view in which (a) shows the display unit for opposite salesclerks, and (b) are the front view showing the display unit for opposite customers. The point card system concerning this invention consists of an IC point card 1, a terminal 2, and two display units 30 and 31, as shown in drawing 1 .

[0009] Hereafter, these components are explained in detail. IC point card 1 is for memorizing the various information J (referring to drawing 2 (a)) about the accumulation point size P1 (referring to drawing 2 (a) and (b)) and customer who are obtained by accumulating the point size according to the purchase amount of money. The various information J about a customer is a customer's name J1, a birth date J2, a hobby J3, the family composition J4, the last coming-to-

the-store day J5, and the last coming-to-the-store name J6 (refer to drawing 2 (a)). Last coming-to-the-store Hina J6 is information used, for example when this point system is used in a shopping center or a chain store. That is, when this point system is installed in each store of a shopping center or a chain store and it enables it to use IC point card 1 in common in any store, it is the information for knowing whether the store which did some shopping to last time was which store. Compared with a magnetic card etc., storage capacity of an IC card is alike and large, and the reason whose point card 1 is an IC card is because the various information shown below is memorizable in large quantities. This IC point card 1 has the storage section 4 (refer to drawing 1) for memorizing the various information J about the accumulation point size P1 and a customer.

[0010] A terminal 2 is for reading information from IC point card 1, or writing new information in IC point card 1. This terminal 2 consists of a reader 5, an input unit 6, an arithmetic unit 7, and write-in equipment 8, as shown in drawing 1. A reader 5 is for reading the content of storage of IC point card 1, and reads automatically the content of storage of IC point card 1 inserted from the card insertion section 9. An input unit 6 is for inputting the various information J about this proceeds frame and customer. Since a salesclerk needs to create IC point card 1 newly to the customer who came to the store for the first time, he inputs a customer's various information J from this input unit 6 at the time of a proceeds frame input. An arithmetic unit 7 is for processing the information inputted from the input unit 6. Specifically while computing a point size P2 (refer to drawing 2 (a) and (b)) from this proceeds frame the point size P2 of this time [point size / accumulation / P1 (refer to drawing 2 (a) and (b)) / to last time] -- adding -- the new accumulation point size P3 (drawing 2 (a) --) (b) The predetermined point achievement required point size P4 is computed by deducting the new accumulation point size P3 from the predetermined point size in which reference is computed and a customer can receive service. Write-in equipment 8 is for writing the new information about the various information J about the information and customer who were processed with the arithmetic unit 7 in IC point card 1. Specifically when the accumulation point size P1 to the last time in IC point card 1 is updated to the new accumulation point size P3 and the last coming-to-the-store day and the last coming-to-the-store name are included in the various information J about a customer, the information on these last time is updated to this information.

[0011] A display unit 30 displays information only to a salesclerk, and is arranged at the position and sense (the display unit 30 for opposite salesclerks is called hereafter) to which only a salesclerk can view the content of a display. On the other hand, a display unit 31 displays information to a customer, and is arranged at the position and sense (the display unit 31 for opposite customers is called hereafter) to which a customer can view the content of a display at least. The display unit 30 for these pairs salesclerks and the display unit 31 for opposite customers are connected to the terminal 2 as shown in drawing 1. The display unit 30 for opposite salesclerks is equipment which displays the various information J about a customer, and each point information on the accumulation point size P1 to last time, this point size P2, the new accumulation point size P3, and the predetermined point achievement required point size P4, as shown in drawing 2 (a). Sequentially from a screen top and a top, as shown in drawing 2 (a), these information It is displayed in order of a customer's name J1, a birth date J2, a hobby J3, the family composition J4, the last coming-to-the-store day J5, the last coming-to-the-store name J6, the accumulation point size P1 to last time, this point size P2, the new accumulation point size P3, and the predetermined point achievement required point size P4. Point sizes P1, P2, and P3 For example, it is displayed in a form which carries out calculation by writing to length. The display unit 31 for opposite customers is equipment which displays the greeting complaint K using a customer's name, each point information on the accumulation point size P1 to last time, this point size P2, the new accumulation point size P3, and the predetermined point achievement required point size P4, and the commercial message L, as shown in drawing 2 (b). It is a complaint of "Mr. OO and welcome" as the greeting complaint K using a customer's name. The commercial message L is a message of "carrying out the bargain of OO from an O moon O day to an O moon O day." Sequentially from a screen top and a top, these information is displayed in order of the greeting complaint K using a customer's name, the

accumulation point size P1 to last time, this point size P2, the new accumulation point size P3, the predetermined point achievement required point size P4, and the commercial message L, as shown in drawing 2 (b), and point sizes P1, P2, and P3 are displayed in a form which carries out calculation by writing to length.

[0012] Next, an operation of this point card system is explained, referring to drawing 1 and drawing 2. Since it is necessary to create IC point card 1 for the customers when a customer does some shopping for the first time at a certain store, a salesclerk inserts IC point card 1 with which information is not memorized into the card insertion section 9, and inputs the various information J about a customer, and this proceeds frame from an input unit 6. Then, based on the proceeds frame, an arithmetic unit 7 computes this point size P2. Subsequently, the various information J about a customer and this point size P2 are memorized by IC point card 1 with write-in equipment 8. At this time, the display unit 30 for opposite salesclerks displays the accumulation point size P1 to the various information J about a customer, and last time, this point size P2, the new accumulation point size P3, and the predetermined point achievement required point size P4. In addition, since it is the first shopping this time, the accumulation point size P1 to last time is zero. Thereby, since talks can be exchanged about a hobby etc. while a salesclerk can call to a customer by the name based on the information J about a customer, a customer can have a sense of closeness to a salesclerk. And since the content of a display of the display unit 30 for opposite salesclerks is not in sight of a customer, it does not know at a customer that the various information about a customer is displayed on the display unit 30 for opposite salesclerks. For this reason, if it sees from a customer side, a salesclerk will seem to memorize the various information about a customer and to address, and a sense of closeness to a salesclerk will become remarkable. Moreover, a salesclerk can tell a customer that, when a point size reaches a predetermined value, furthermore, if the predetermined point achievement required point size P4 is seen, since a point size required for a predetermined point can be grasped clearly, additional service can be offered, the value being able to come out only and being able to apply the word "shall we carry out an addition and make it a predetermined point by coming out to a slight degree Mr. OO and the back since it is a predetermined point?" in a certain case. Thereby, a customer's degree of satisfaction to a store can be raised considerably. On the other hand, the display unit 31 for opposite customers displays the accumulation point size P1 to the greeting complaint K which used a customer's name, and last time, this point size P2, the new accumulation point size P3, the predetermined point achievement required point size P4, and the commercial message L. Thereby, a customer can recognize them strongly by displaying each information at hand while he can see the greeting complaint K and can have a sense of closeness further. Moreover, as for a customer, early predetermined point achievement volition is evoked by displaying the predetermined point achievement required point size P4. Therefore, a store side can arouse a customer's attractiveness to consumers quite strongly according to the acoustic-sense-addressing effect from a salesclerk, and the visual appeal effect from the display unit 31 for opposite customers.

[0013] When a customer does some shopping again at this store (shopping of the 2nd henceforth), a customer hands IC point card 1 to a salesclerk. A salesclerk inserts IC point card 1 into the card insertion section 9, and inputs this proceeds frame from an input unit 6. Then, while an arithmetic unit 7 computes this point size P2 based on the proceeds frame, it is the accumulation point size P1 (when the last shopping is the 1st time) to last time. The predetermined point achievement required point size P4 is computed by deducting the new accumulation point size P3 from the predetermined point point size in which the new accumulation point size P3 which applied this point size P2 to the last point size is computed, and a customer can receive service. Subsequently, write-in equipment 8 updates the accumulation point size P1 to last time to the new accumulation point size P3 computed this time. At this time, the display unit 30 for opposite salesclerks displays the accumulation point size P1 to the various information J about a customer, and last time, this point size P2, the new accumulation point size P3, and the predetermined point achievement required point size P4. Moreover, the display unit 31 for opposite customers displays the greeting complaint K using a customer's name, the accumulation point size P1 (when the last shopping is the 1st time, it is

the last point size) to last time, this point size P2, the new accumulation point size P3 and the predetermined point achievement required point size P4, and the commercial message L. Thereby, a store side can arouse a customer's attractiveness to consumers quite strongly like the case where it describes above, according to the acoustic-sense-addressing effect from a salesclerk, and the visual appeal effect from the display unit 31 for opposite customers.

[0014] Moreover, when it is a person not only when a customer is a healthy person, but visually handicapped, this point card system can arouse attractiveness to consumers strongly, even if it is the case where it is a person hard of hearing. that is, since various advice can be carried out while a salesclerk calls to the man by the name based on the information about the man to a visually handicapped person, rather than the point card system of only only printing and handing a point size to a point card, it can be markedly alike, service can be raised and, moreover, the selling effect can be promoted since the commercial message L is displayed on the other hand while the display unit 31 for opposite customers displays the greeting complaint using the man's name to a person hard of hearing, since the contents of a display are strongly appealable visually, while it is markedly alike and raising service, the selling effect can be promoted rather than the point card system of only only printing and handing a point size to a point card.

[0015] Moreover, at this point card system, since only a salesclerk can view the contents of a display of the display unit 30 for opposite salesclerks, there is no possibility that other customers may look at the various information about a customer.

[0016] Moreover, it is sufficient sale even if it does not print point sizes P1, P2, P3, and P4 in this point card system. Moreover, although the point card needed to be exchanged for the new thing in the conventional point card system which was being printed on the point card when the margin portion for printing was lost, in this point card system, the need does not exist, either and cost can be reduced further.

[0017] As mentioned above, although the case where the point card system concerning this invention was used only in one store was explained, this point card system is installed in a chain store or each store of a shopping center, and it is common to each store and you may enable it to use a point size. Create IC point card 1 in the store which went into the 1st time in this case, and the name of the store and its date are written in with other information. You may make it update the date (last coming-to-the-store day J5 shown in drawing 2 (a)) included in the name (last coming-to-the-store name J6 shown in drawing 2 (a)) of the store into which it went in the store (the same store as the store included in the 1st time is sufficient, and a different store is sufficient) included in the 2nd time last time, and the last store. Thereby, a salesclerk can know when the customer did some shopping last time in which store. Moreover, since the common use of the point size can be carried out even if it does some shopping in a chain store or which store of a shopping center, it sells in a chain store or the whole shopping center.

[0018] In addition, the gestalt of operation of this invention may not be restricted to the above-mentioned thing, for example, may add other information for a customer's address, the telephone number, etc. to the various information about a customer. Moreover, when a point size reaches a predetermined numeric value, you may constitute so that a goods exchange ticket may be published automatically. Moreover, about a point size, that what is necessary is just to display the accumulation point size P3 new at least, especially about other point sizes P1, P2, and P4, even if it does not display each display units 30 and 31, they can fully raise a customer's attractiveness to consumers. Moreover, although it was in the still picture side state, and it was got blocked and signs that an accumulation point size increased were statically expressed as the gestalt of the above-mentioned implementation in the display unit 30 for opposite salesclerks, and the display unit 31 for opposite customers, as shown in drawing 3 (a) and (b), you may display dynamically. That is, after displaying the accumulation point size P1 to last time by the number of Marks M, the number of the marks M may constitute so that only the part equivalent to this point size P2 may increase with time. Since signs that the accumulation point size P1 increases are displayed dynamically by this, compared with the case where it is displayed statically, to a customer, the situation of an increase can be advertised more strongly and sold. In addition, since the display unit 30 for opposite salesclerks is not viewed by the customer, it is not necessary to display dynamically especially.

[Translation done.]

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DESCRIPTION OF DRAWINGS

[Brief Description of the Drawings]

[Drawing 1] It is the system configuration view showing the point card system concerning this invention.

[Drawing 2] It is drawing showing the display unit in the point card system shown in **drawing 1**, and the front view in which (a) shows the display unit for opposite salesclerks, and (b) are the front view showing the display unit for opposite customers.

[Drawing 3] It is drawing showing the display unit in other point card systems concerning this invention, and the front view in which (a) shows the display unit for opposite salesclerks, and (b) are the front view showing the display unit for opposite customers.

[Description of Notations]

- 1 IC point card
- 2 Terminal
- 30 Display unit for pair salesclerks
- 31 Display unit for pair customers
- 4 Storage section
- 5 Reader
- 6 Input unit
- 7 Arithmetic unit
- 8 Write-in equipment
- J Various information about a customer
- K Greeting complaint using a customer's name
- L Commercial message
- P3 New accumulation point size
- P4 Predetermined point achievement required point size

[Translation done.]

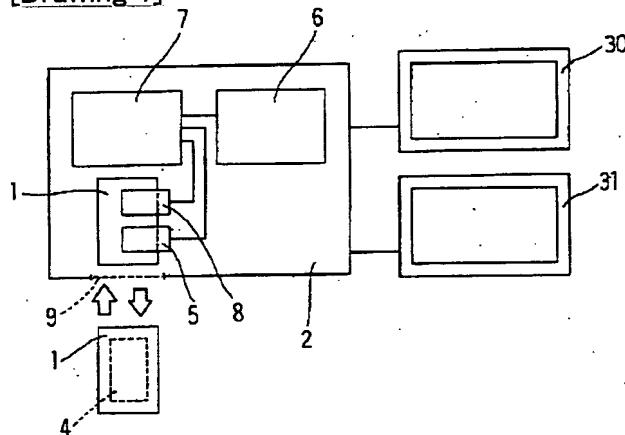
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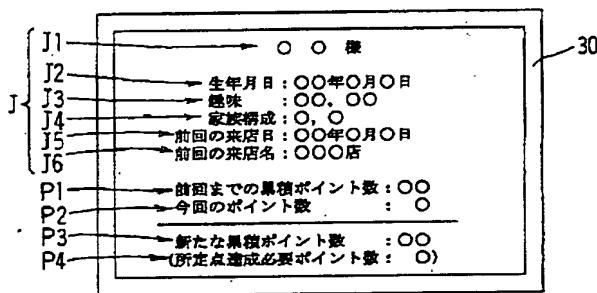
DRAWINGS

[Drawing 1]

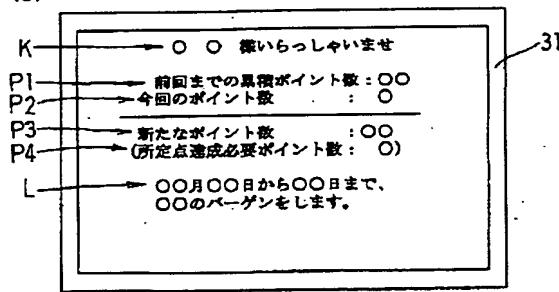


[Drawing 2]

(a)



(b)



[Drawing 3]

(a)

○○様

生年月日：○○年○月○日
趣味：○○, ○○
家族構成：○, ○
前回の来店日：○○年○月○日
前回の来店名：○○○店

累積ポイント数
★★★★★★★★★★★★

M M M M M M M M M M M M M M M M

P 1に相当 P 2に相当

(b)

○○様いらっしゃいませ

累積ポイント数
★★★★★★★★★★★★

○○月○○日から○○日まで、
○○のバーゲンをします。

M M M M M M M M M M M M M M M M

P 1に相当 P 2に相当

[Translation done.]

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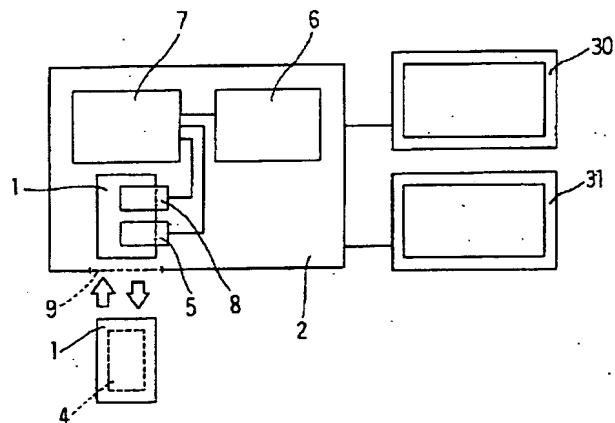
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(54) 【発明の名称】 ポイントカードシステム

(57) 【要約】

【課題】 顧客の購買意欲を強くかきたてることが可能なポイントカードシステムを提供すること。

【解決手段】 購入金額に応じた累積ポイント数とび顧客に関する情報を記憶する記憶部を備えたICポイントカードと、該カードの記憶内容を読み取る読み取り装置、今回の売上金額を入力する入力装置、売上金額からポイント数を算出し累積ポイント数にそのポイント数を加えて新たな累積ポイント数を算出する演算装置、前記カードに新たな累積ポイント数を更新記憶させる書き込み装置を備えた端末機と、該端末機に接続もしくは組み込まれたディスプレイ装置とからなり、ディスプレイ装置は少なくとも新たな累積ポイント数と前記顧客に関する情報とを表示し店員に目視される対店員用ディスプレイ装置と、少なくとも新たな累積ポイント数を表示し顧客に目視される対顧客用ディスプレイ装置とからなる。



【特許請求の範囲】

【請求項1】 購入金額に応じたポイント数を累積することにより得られる累積ポイント数および顧客に関する各種情報を記憶する記憶部を備えたICポイントカードと、

このICポイントカードの記憶内容を読み取る読み取り装置、今回の売上金額を入力する入力装置、その売上金額からポイント数を算出するとともに前記累積ポイント数にそのポイント数を加えて新たな累積ポイント数を算出する演算装置、前記ICポイントカードにその新たな累積ポイント数を更新記憶させる書き込み装置、を備えた端末機と、

この端末機に接続されもしくは組み込まれたディスプレイ装置と、からなるポイントカードシステムであって、前記ディスプレイ装置は、店員に目視される対店員用ディスプレイ装置と、顧客に目視される対顧客用ディスプレイ装置とからなり、

対店員用ディスプレイ装置は、少なくとも新たな累積ポイント数と前記顧客に関する各種情報を表示し、

対顧客用ディスプレイ装置は、少なくとも新たな累積ポイント数を表示するように構成されていることを特徴とするポイントカードシステム。

【請求項2】 前記演算装置が、あらかじめ設定された所定ポイント数から前記新たな累積ポイント数を差し引いて所定点達成必要ポイント数を算出するとともに、前記対店員用ディスプレイ装置および対顧客用ディスプレイ装置が、その所定点達成必要ポイント数を表示するように構成されていることを特徴とする請求項1に記載のポイントカードシステム。

【請求項3】 前記対顧客用ディスプレイ装置が、顧客の名前を用いたあいさつ文句を表示するように構成されていることを特徴とする請求項1または2に記載のポイントカードシステム。

【請求項4】 前記対顧客用ディスプレイ装置が、コマーシャルメッセージを表示するように構成されていることを特徴とする請求項1乃至3のいずれかに記載のポイントカードシステム。

【発明の詳細な説明】**【0001】**

【発明の属する技術分野】 本発明は、購入金額に応じたポイント数を累積することにより得られる累積ポイント数および顧客に関する各種情報を記憶する記憶部を備えたICポイントカードと、このICポイントカードの記憶内容を読み取る読み取り装置、今回の売上金額を入力する入力装置、その売上金額からポイント数を算出するとともに前記累積ポイント数にそのポイント数を加えて新たな累積ポイント数を算出する演算装置、前記ICポイントカードにその新たな累積ポイント数を更新記憶させる書き込み装置、を備えた端末機と、この端末機に接続されもしくは組み込まれたディスプレイ装置と、からな

るポイントカードシステムに関する。

【0002】

【従来の技術】 従来、顧客サービスの一貫として、店側は売上金額に応じたポイント数のサービス券を発行し、顧客側はそのサービス券を専用の台紙に貼付してポイント数を累積してゆく、いわゆるサービスポイントシステムが実施されている。このようなサービスポイントシステムにより、顧客はポイント数が一定値以上になったとき、そのポイント数に応じたサービスを店側から受けることができるため購買意欲がかきたてられ、店側はその顧客を常連客として繋ぎ止めることができる。しかしながら、このポイントサービスシステムは、顧客側にとつてサービス券を保管したり台紙に貼付するのが面倒であるという問題を抱えていた。そこで、この問題を解消するための技術として、例えば特開昭62-260296号には、顧客が商品を買い上げた時に磁気ポイントカードを発行し、その磁気ポイントカードの磁気記憶部に売上額に応じたポイント数を書き込むと同時に余白部にそのポイント数を印字し、また、その顧客が再度商品を買い上げた時に、前回のポイント数に今回のポイント数を加えた累積ポイント数を磁気記憶部に書き込むと同時に余白部に今回のポイント数と前記累積ポイント数を印字するようにしたPOS端末装置に関する技術が開示されている。これにより、磁気ポイントカードに記憶された累積ポイント数が購入の度に更新されるため、サービス券を保管したり台紙に貼付するという顧客側の面倒さを軽減することができるとともに、サービス券を発行するという店側の手間をも軽減することができる。また、磁気ポイントカードの余白部に累積ポイント数が印字されるため、一定のポイント数に達しようとする顧客の購買意欲をかきたてることができる。

【0003】

【発明が解決しようとする課題】 しかしながら、前記した従来の技術には、以下のような課題が存在した。すなわち、前記したPOS端末装置においては、確かに店側および顧客側の負担を軽減してはいるものの、顧客は累積ポイント数を単に磁気ポイントカードの余白部上でしか見ることができず、また購買意欲をかきたてるための要素が累積ポイント数だけであったため、店側は、十分に顧客の購買意欲をかきたてることができなかった。本発明は、そのような実情に鑑みてなされたもので、顧客の購買意欲を従来より一層かきたてることのできるポイントカードシステムを提供することを目的とする。

【0004】

【課題を解決するための手段】 請求項1に記載の発明は、購入金額に応じたポイント数を累積することにより得られる累積ポイント数および顧客に関する各種情報を記憶する記憶部を備えたICポイントカードと、このICポイントカードの記憶内容を読み取る読み取り装置、今回の売上金額を入力する入力装置、その売上金額からボ

イント数を算出するとともに前記累積ポイント数にそのポイント数を加えて新たな累積ポイント数を算出する演算装置、前記ICポイントカードにその新たな累積ポイント数を更新記憶させる書き込み装置、を備えた端末機と、この端末機に接続されもしくは組み込まれたディスプレイ装置と、からなるポイントカードシステムであって、前記ディスプレイ装置は、店員に目視される対店員用ディスプレイ装置と、顧客に目視される対顧客用ディスプレイ装置とからなり、対店員用ディスプレイ装置は、少なくとも新たな累積ポイント数と前記顧客に関する各種情報を表示し、対顧客用ディスプレイ装置は、少なくとも新たな累積ポイント数を表示するように構成されていることを特徴とするポイントカードシステムである。

【0005】請求項2に記載の発明は、前記演算装置が、あらかじめ設定された所定ポイント数から前記新たな累積ポイント数を差し引いて所定点達成必要ポイント数を算出するとともに、前記対店員用ディスプレイ装置および対顧客用ディスプレイ装置が、その所定点達成必要ポイント数を表示するように構成されていることを特徴とする請求項1に記載のポイントカードシステムである。

【0006】請求項3に記載の発明は、前記対顧客用ディスプレイ装置が、顧客の名前を用いたあいさつ文句を表示するように構成されていることを特徴とする請求項1または2に記載のポイントカードシステムである。

【0007】請求項4に記載の発明は、前記対顧客用ディスプレイ装置が、コマーシャルメッセージを表示するように構成されていることを特徴とする請求項1乃至3のいずれかに記載のポイントカードシステムである。これらの発明を提供することにより上記課題を悉く解決する。

【0008】

【発明の実施の形態】本発明の実施の形態について、図1および図2を参照しつつ説明する。図1は、本発明に係るポイントカードシステムを示すシステム構成図である。図2は、図1におけるディスプレイ装置を示す正面図であり、(a)は、対店員用ディスプレイ装置を示す正面図、(b)は、対顧客用ディスプレイ装置を示す正面図である。本発明に係るポイントカードシステムは、図1に示すように、ICポイントカード1と、端末機2と、2個のディスプレイ装置30, 31とから構成されている。

【0009】以下、これら構成要素について詳細に説明する。ICポイントカード1は、購入金額に応じたポイント数を累積することにより得られる累積ポイント数P1(図2(a), (b)参照)および顧客に関する各種情報J(図2(a)参照)を記憶するためのものである。顧客に関する各種情報Jとは、例えば顧客の名前J1、生年月日J2、趣味J3、家族構成J4、前回の来

店日J5、前回の来店名J6(図2(a)参照)のことである。前回の来店日名J6とは、例えば、このポイントシステムが商店街やチェーン店で利用される場合に用いられる情報である。すなわち、商店街やチェーン店の各店に該ポイントシステムを設置し、ICポイントカード1をいずれの店でも共通に利用できるようにした場合等において、前回に買物をした店がいずれの店であったかを知るための情報である。ポイントカード1がICカードである所以は、ICカードは磁気カード等に比べて記憶容量が格段に大きく、以下に示す各種情報を大量に記憶することができるからである。このICポイントカード1は、累積ポイント数P1および顧客に関する各種情報Jを記憶するための記憶部4(図1参照)、を有している。

【0010】端末機2は、ICポイントカード1から情報を読み出したり、あるいはICポイントカード1に新たな情報を書き込んだりするためのものである。この端末機2は、図1に示すように、読み取り装置5と、入力装置6と、演算装置7と、書き込み装置8とから構成されている。読み取り装置5は、ICポイントカード1の記憶内容を読み取るためのものであり、カード挿入部9から挿入されたICポイントカード1の記憶内容を自動的に読み取るようになっている。入力装置6は、今回の売上金額と顧客に関する各種情報Jを入力するためのものである。店員は、初めて来店した顧客に対しては新規にICポイントカード1を作成する必要があるので、売上金額入力時に、この入力装置6から顧客の各種情報Jを入力する。演算装置7は、入力装置6から入力された情報を処理するためのものであり、具体的には、今回の売上金額からポイント数P2(図2(a), (b)参照)を算出するとともに、前回までの累積ポイント数P1(図2(a), (b)参照)に今回のポイント数P2を加えて新たな累積ポイント数P3(図2(a), (b)参照)を算出し、また顧客がサービスを受けうる所定ポイント数から新たな累積ポイント数P3を差し引いて、所定点達成必要ポイント数P4を算出する。書き込み装置8は、演算装置7で処理された情報および顧客に関する各種情報Jについての新たな情報をICポイントカード1に書き込むためのものであり、具体的には、ICポイントカード1内の前回までの累積ポイント数P1を新たな累積ポイント数P3に更新し、また顧客に関する各種情報Jに前回の来店日や前回の来店名が含まれている場合には、それら前回の情報を今回の情報に更新する。

【0011】ディスプレイ装置30は、店員に対してのみ情報を表示するものであり(以下、対店員用ディスプレイ装置30と称する)、店員のみが表示内容を目視できるような位置および向きに配置される。一方、ディスプレイ装置31は、顧客に対して情報を表示するものであり(以下、対顧客用ディスプレイ装置31と称する)、少なくとも顧客が表示内容を目視できるような位

置および向きに配置される。これら対店員用ディスプレイ装置30、対顧客用ディスプレイ装置31は、図1に示すように、端末機2に接続されている。対店員用ディスプレイ装置30は、図2(a)に示すように、顧客に関する各種情報Jと、前回までの累積ポイント数P1、今回のポイント数P2、新たな累積ポイント数P3、所定点達成必要ポイント数P4の各ポイント情報を表示する装置である。これらの情報は画面上、上から順に、例えば図2(a)に示すように、顧客の名前J1、生年月日J2、趣味J3、家族構成J4、前回の来店日J5、前回の来店名J6、前回までの累積ポイント数P1、今回のポイント数P2、新たな累積ポイント数P3、所定点達成必要ポイント数P4の順に表示され、ポイント数P1、P2、P3は、例えば縦に筆算するような形で表示される。対顧客用ディスプレイ装置31は、図2(b)に示すように、顧客の名前を用いたあいさつ文句Kと、前回までの累積ポイント数P1、今回のポイント数P2、新たな累積ポイント数P3、所定点達成必要ポイント数P4の各ポイント情報を、コマーシャルメッセージLとを表示する装置である。顧客の名前を用いたあいさつ文句Kとは、例えば、「〇〇様、いらっしゃいませ」といった文句である。コマーシャルメッセージLとは、例えば、「〇月〇日から〇月〇日まで、〇〇のバーゲンをします」といったメッセージである。これらの情報は画面上、上から順に、例えば図2(b)に示すように、顧客の名前を用いたあいさつ文句K、前回までの累積ポイント数P1、今回のポイント数P2、新たな累積ポイント数P3、所定点達成必要ポイント数P4、コマーシャルメッセージLの順に表示され、ポイント数P1、P2、P3は、例えば縦に筆算するような形で表示される。

【0012】次に、このポイントカードシステムの作用について、図1および図2を参照しつつ説明する。顧客が初めてある店舗で買物をする場合には、その顧客用のICポイントカード1を作成する必要があるため、店員は、情報が記憶されていないICポイントカード1をカード挿入部9内に挿入し、顧客に関する各種情報Jと今回の売上金額を入力装置6から入力する。すると、その売上金額に基づき、演算装置7が今回のポイント数P2を算出する。次いで、顧客に関する各種情報Jと今回のポイント数P2は、書き込み装置8によってICポイントカード1に記憶される。このとき、対店員用ディスプレイ装置30が、顧客に関する各種情報Jと、前回までの累積ポイント数P1、今回のポイント数P2、新たな累積ポイント数P3、所定点達成必要ポイント数P4を表示する。なお、今回は一回目の買物であるため、前回までの累積ポイント数P1はゼロである。これにより、店員は、顧客に関する情報Jをもとに顧客に対し名前で呼び掛けることができるとともに、趣味等に関して話を交わすことができるため、顧客は店員に対して親近感を

もつことができる。しかも、対店員用ディスプレイ装置30の表示内容は顧客には見えないため、顧客に関する各種情報が対店員用ディスプレイ装置30に表示されていることが顧客にはわからない。このため、顧客側から見れば、店員はあたかも顧客に関する各種情報を覚えて話しかけているように見え、店員に対する親近感はかなりのものとなる。また、店員は、ポイント数が所定の値に達したときには、そのことを顧客に告げることができる。さらに、所定点達成必要ポイント数P4を見れば、所定点に必要なポイント数を一目瞭然に把握できるので、その値がわずかである場合に、例えば、「〇〇さん、あともう少しで所定点ですから、おまけして所定点にしておきましょう。」といった言葉をかけて追加サービスを行うことができる。これにより、店に対する顧客の満足度をかなり高めることができる。一方、対顧客用ディスプレイ装置31は、顧客の名前を用いたあいさつ文句Kと、前回までの累積ポイント数P1、今回のポイント数P2、新たな累積ポイント数P3、所定点達成必要ポイント数P4、コマーシャルメッセージLとを表示する。これにより、顧客は、あいさつ文句Kを見て親近感を一層もつことができるとともに、各情報が目前に表示されることによって、それらを強く認識することができる。また、所定点達成必要ポイント数P4が表示されることにより、顧客は早期所定点達成意欲が喚起される。従って、店員からの聴覚的話し掛け効果と、対顧客用ディスプレイ装置31からの視覚的アピール効果によって、店側は顧客の購買意欲をかなり強くかきたてることができる。

【0013】顧客が再度この店舗で買物をする場合(2回目以降の買物)には、顧客はICポイントカード1を店員に手渡す。店員は、ICポイントカード1をカード挿入部9内に挿入し、今回の売上金額を入力装置6から入力する。すると、その売上金額に基づき、演算装置7が今回のポイント数P2を算出するとともに、前回までの累積ポイント数P1(前回の買物が1回目の場合は、前回のみのポイント数)に今回のポイント数P2を加えた新たな累積ポイント数P3を算出し、また、顧客がサービスを受けうる所定点ポイント数から新たな累積ポイント数P3を差し引いて、所定点達成必要ポイント数P4を算出する。次いで、書き込み装置8は、前回までの累積ポイント数P1を、今回算出された新たな累積ポイント数P3に更新する。このとき、対店員用ディスプレイ装置30が、顧客に関する各種情報Jと、前回までの累積ポイント数P1、今回のポイント数P2、新たな累積ポイント数P3、所定点達成必要ポイント数P4を表示する。また、対顧客用ディスプレイ装置31が、顧客の名前を用いたあいさつ文句Kと、前回までの累積ポイント数P1(前回の買物が1回目の場合は、前回のみのポイント数)、今回のポイント数P2、新たな累積ポイント数P3、所定点達成必要ポイント数P4と、コマーシャルメッセージLを表示する。

シャルメッセージLとを表示する。これにより、上記した場合と同様に、店員からの聴覚的話し掛け効果と、対顧客用ディスプレイ装置31からの視覚的アピール効果によって、店側は顧客の購買意欲をかなり強くかきたてることができる。

【0014】また、このポイントカードシステムは、顧客が健常者の場合のみならず、目が不自由な人の場合、耳が不自由な人の場合であっても、購買意欲を強くかきたてることができる。すなわち、目が不自由な人に対しては、その人についての情報をもとに店員がその人に名前で呼び掛けるとともに、いろいろなアドバイスをすることができるので、単にポイントカードにポイント数を印字して手渡すのみのポイントカードシステムよりも格段にサービスを向上させ、しかも販売効果を促進することができる。一方、耳が不自由な人に対しては、対顧客用ディスプレイ装置31がその人の名前を用いたあいさつ文句を表示するとともに、コマーシャルメッセージLを表示するので、単にポイントカードにポイント数を印字して手渡すのみのポイントカードシステムよりも、視覚的に強く表示内容をアピールすることができるので、格段にサービスを向上させるとともに、販売効果を促進することができる。

【0015】また、このポイントカードシステムでは、対店員用ディスプレイ装置30の表示内容を店員のみが目視することができるので、顧客に関する各種情報を他の顧客に見られてしまう恐れがない。

【0016】また、このポイントカードシステムでは、ポイント数P1, P2, P3, P4を印字しなくても十分な販売促進効果が得られるので、ポイントカードにポイント数を印字していた従来のポイントカードシステムでは必要不可欠であった印字手段が不要となり、その製造コストを大幅に低減することができる。また、ポイントカードに印字していた従来のポイントカードシステムでは、印字用の余白部分がなくなるとポイントカードを新しいものに交換する必要があったが、このポイントカードシステムではその必要もなく、より一層コストを低減することができる。

【0017】以上、本発明に係るポイントカードシステムを1つの店でのみ使用する場合について説明したが、チェーン店や商店街の各店に該ポイントカードシステムを設置し、ポイント数を各店共通で利用できるようにしてもよい。この場合、例えば、1回目に入った店でICポイントカード1を作成してその店の名前およびその日付を他の情報と共に書き込み、2回目に入った店（1回目に入った店と同じ店でもよいし、違う店でもよい）で前回入った店の名前（図2（a）に示す前回の来店名J6）および前回の店に入った日付（図2（a）に示す前回の来店日J5）を更新するようにしてもよい。これにより、店員は、顧客が前回、いつ、どの店で買物をしたのかを知ることができる。また、チェーン店や商店街の

どの店で買物をしても、ポイント数を共通利用できるので、チェーン店や商店街全体で販売促進効果を促すことができる。

【0018】なお、本発明の実施の形態は上記したものに限ることではなく、例えば、顧客に関する各種情報には、顧客の住所や電話番号等、他の情報を付加してもよい。また、ポイント数が所定の数値に到達したときに、自動的に商品引換え券を発行するように構成してもよい。また、各ディスプレイ装置30, 31は、ポイント数に関し、少なくとも新たな累積ポイント数P3を表示すればよく、他のポイント数P1, P2, P4については、特に表示しなくとも顧客の購買意欲を十分に高めることができる。また、上記実施の形態では、対店員用ディスプレイ装置30、対顧客用ディスプレイ装置31において、累積ポイント数の増加する様子を静止画面状態で、つまり静的に表示したが、図3（a）, (b)に示すように動的に表示してもよい。すなわち、前回までの累積ポイント数P1をマークMの数で表示した後、そのマークMの数が、今回のポイント数P2に相当する分だけ経時的に増加するように構成してもよい。これにより、累積ポイント数P1の増加する様子が動的に表示されるので、静的に表示される場合に比べ、顧客に対して増加の様子をより強くアピールすることができ、販売促進効果をより一層高めることができる。なお、対店員用ディスプレイ装置30は顧客には目視されないので、特に動的に表示する必要はない。

【0019】

【発明の効果】本発明のポイントカードシステムは、購入金額に応じたポイント数を累積することにより得られる累積ポイント数および顧客に関する各種情報を記憶する記憶部を備えたICポイントカードと、このICポイントカードの記憶内容を読み取る読み取り装置、今回の売上金額を入力する入力装置、その売上金額からポイント数を算出するとともに前記累積ポイント数にそのポイント数を加えて新たな累積ポイント数を算出する演算装置、前記ICポイントカードにその新たな累積ポイント数を更新記憶させる書き込み装置、を備えた端末機と、この端末機に接続されもしくは組み込まれたディスプレイ装置と、からなるポイントカードシステムであって、前記ディスプレイ装置は、店員に目視される対店員用ディスプレイ装置と、顧客に目視される対顧客用ディスプレイ装置とからなり、対店員用ディスプレイ装置は、少なくとも新たな累積ポイント数と前記顧客に関する各種情報を表示し、対顧客用ディスプレイ装置は、少なくとも新たな累積ポイント数を表示するように構成されていることを特徴とするから、以下の効果を奏する。すなわち、店員は、顧客に関する各種情報をもとに顧客に対して話しかけることができ、また顧客にとっては、新たな累積ポイント数が目前に表示されるため、顧客は店側に親近感をもつと同時に新たな累積ポイント数を強く認

識することができる。つまり、店員からの聴覚的話し掛け効果と、対顧客用ディスプレイ装置からの視覚的アピール効果によって、店側は顧客の購買意欲をかなり強くかきたてることができる。

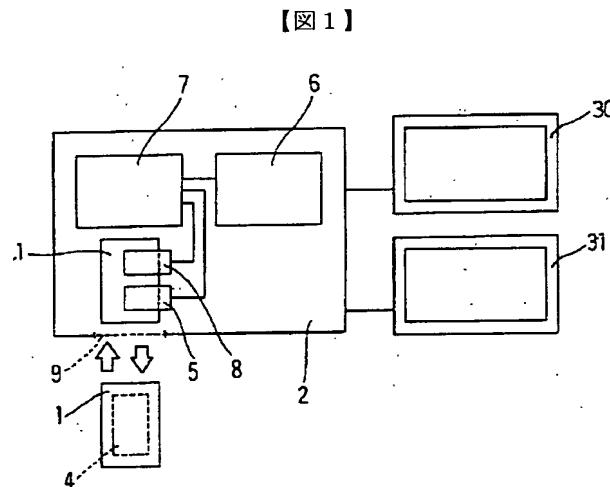
【0020】ここで、前記演算装置が、あらかじめ設定された所定ポイント数から前記新たな累積ポイント数を差し引いて所定点達成必要ポイント数を算出するとともに、前記対店員用ディスプレイ装置および対顧客用ディスプレイ装置が、その所定点達成必要ポイント数を表示するように構成されれば、店側は、一目瞭然で所定点に必要なポイント数を把握できるので顧客に対して適宜、追加サービスを行うことができる。また顧客は、目前に表示された一目瞭然な必要ポイント数により、早期に所定点を達成しようとする意欲が喚起される。

【0021】また、前記対顧客用ディスプレイ装置が、顧客の名前を用いたあいさつ文句を表示するように構成されれば、顧客は店側に対してより一層の親近感をもつことができる。

【0022】また、前記対顧客用ディスプレイ装置が、コマーシャルメッセージを表示するように構成されれば、顧客はその情報を強く認識できるため、店側は顧客に対し、より一層の購買意欲をかきたてることができる。

【図面の簡単な説明】

【図1】本発明に係るポイントカードシステムを示すシ



ステム構成図である。

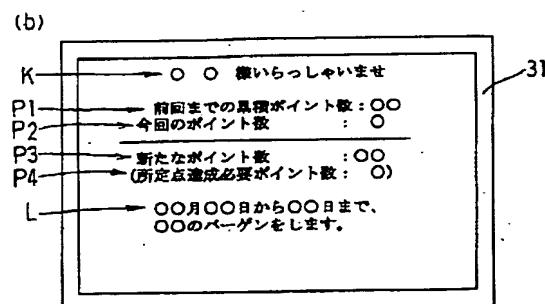
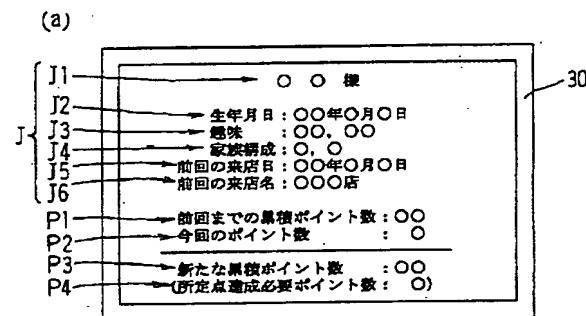
【図2】図1に示すポイントカードシステムにおけるディスプレイ装置を示す図であり、(a)は、対店員用ディスプレイ装置を示す正面図、(b)は、対顧客用ディスプレイ装置を示す正面図である。

【図3】本発明に係る他のポイントカードシステムにおけるディスプレイ装置を示す図であり、(a)は、対店員用ディスプレイ装置を示す正面図、(b)は、対顧客用ディスプレイ装置を示す正面図である。

【符号の説明】

- 1 ICポイントカード
- 2 端末機
- 3 0 対店員用ディスプレイ装置
- 3 1 対顧客用ディスプレイ装置
- 4 記憶部
- 5 読取り装置
- 6 入力装置
- 7 演算装置
- 8 書き込み装置
- J 顧客に関する各種情報
- K 顧客の名前を用いたあいさつ文句
- L コマーシャルメッセージ
- P 3 新たな累積ポイント数
- P 4 所定点達成必要ポイント数

【図2】



【図3】

(a)

○○様

生年月日：○○年○月○日
趣味：○○, ○○
家族構成：○, ○
前回の来店日：○○年○月○日
前回の来店名：○○○店

累積ポイント数
*****★☆☆☆☆☆

M M M M M M M M M M M M M M M M
P 1に相当 P 2に相当

(b)

○○様いらっしゃいませ

累積ポイント数
★★★★★★★★★★★★

○○月○○日から○○日まで、
○○のバーゲンをしちゃう。

M M M M M M M M M M M M M M M M
P 1に相当 P 2に相当